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to the pager 2, and which the pager 2 will recognize and receive. The pager 2 is used for notifying a user of a source of a page directed specifically to the identity of the pager 2. The source of the page can be a person or a number to reach the person sending the page. The pager 2 has a housing 4 and a liquid crystal display (LCD) 6 attached to the housing 4. With further reference to Figure 2, a liquid crystal display driver 8 is electrically connected to the LCD for causing indicia to appear on the LCD. A controller or microprocessor 10 is connected to the LCD driver 8 for sending to the LCD 6 a signal that has indicia therein. In one form of the present invention, the controller 10 is an MCU Hitachi 3827 microprocessor. The controller 10 and the LCD driver 8 work together, as one of ordinary skill in the art would understand, to cause the indicia to appear on the LCD 6. The pager 2 also has an electrically erasable programmable read only memory (EEPROM) 12. The EEPROM 12 is preprogrammed with advertising indicia, as will be further described below. The preprogrammed advertising indicia therein can be changed, when an EEPROM or other such changeable memory is used. The pager 2 also has a power source for powering the controller 10, the LCD 6, and other components needing a power source. A receiver 11 is electrically connected to the controller, as one of ordinary skill in the art would understand, for receiving a page signal directed specifically at the identity of the pager 2. The receiver 11 will communicate the page signal to the controller 10.

When the controller 10 receives the page signal sent to the controller 10 by the receiver 11, after the receiver 11 receives the signal, the controller 10 will then send to the LCD driver 8 a signal comprising the advertising indicia in the EEPROM 12 for causing the LCD 6 to display the advertising indicia. The controller will then send to the LCD driver a signal comprising an identification of the source of the page, such as a number or person's name, or both. The advertising indicia can be the name of a company, a logo, or some other form of advertising indicia.

In one form of the present invention, when the controller 10 receives the page signal received by the receiver 11, the controller 10 immediately sends to the LCD driver 8 a signal comprising the advertising indicia in the memory 12. This will cause the LCD 6 to display the advertising indicia. The controller 10 next sends to the LCD driver 8, within five seconds or less from the sending of the signal comprising the advertising indicia, a signal comprising an

identification of the source of the page. In this way the user of the pager 2 does not have to wait an unnecessary amount of time, with the understanding that the user knows it has received the pager and the paging service for little or no charge.

In the embodiment in Figures 1-4, the memory device has several storage locations 14, at least one of which is preprogrammed with advertising indicia. Figure 3 depicts the company name "YAHOO.COM" (see Figure 4) preprogrammed in the storage location 14. When the controller 10 receives the page signal received by the receiver 11, the controller 10 sends to the driver 8 a signal comprising the advertising indicia preprogrammed in the memory 12 for causing the display 6 to display the advertising indicia. Thereafter, the controller 10 will send to the driver 8 a signal comprising the identification of the source of the page for display on the display 6. As will be described further below, the advertising indicia is preprogrammed, at either the factory or assembly facility where the pager 2 is manufactured, or where the pager 2 is distributed, such as a wholesaler or retailer.

In a further embodiment, the present invention includes a method of providing advertising indicia to the user of the wireless device 2. The advertising indicia 16 is provided on the display 6 of the wireless device 2. The sellers of the pager devices, in order to make the price more reasonable for the user, if at any price at all, contract directly with a company or person wishing to advertise a product, name, service, or other thing representable through indicia. The seller can, thus, receive a request for placement of advertising indicia within the wireless device. The seller or other entity will then store in the memory 12 of the wireless device 2 the advertising indicia. This is done before the user obtains permanent possession of the wireless device, although it can be done after the user has identified in a store or otherwise, which pager 2 the user is interested in using and receiving on a permanent basis. Once the seller has programmed the advertising indicia 16 within the pager 2, the seller provides the wireless device to the user on a permanent basis. This can be done on a no charge basis. The paging service will then be provided to the user such that when the user receives the page from the source, the advertising indicia 16 stored in the memory 12 of the wireless device 2 will appear on the display 6, as mentioned above, before the page will appear on the display 6 of the wireless device 2.

As mentioned above, the seller of the pager 2 can program the advertising indicia 14 into the pager 2. This can be accomplished by connecting a personal computer 18 to the wireless device 2 through a cable 20. The cable 20 can connect through a serial port in the personal computer 18 at one end of the cable 20 and to an EEPROM programming board, having an EEPROM 12 thereon, at the other end of the cable 20. Software is then run on the personal computer which will allow for communication between the personal computer and the EEPROM 12 that is then placed in the wireless device 2. Alternatively, the other end of the cable 20 can be directly connected to the wireless device 2. The seller then enters the advertising indicia 16 into the software running on the personal computer, and the advertising indicia 16 is then sent to the wireless device 12 from the personal computer 18 for storage in the memory 12, either directly or indirectly through the use of the EEPROM programming board. The cable 20 and personal computer 18 are then disconnected from the wireless device, either directly or indirectly from the EEPROM programming board.

The entity placing the advertising request can pay for some or all of the wireless device or associated paging service, if needed. Several different advertising indicia can be preprogrammed into memory before the user receives permanent possession thereof. In a further embodiment of the present invention, when a first page is received, a first advertising indicia, such as "YAHOO.COM" stored in memory 12 can be displayed on the display 6 of the wireless device 2. When a second page is received, a second advertising indicia, such as "COKE" stored in memory 12 can be displayed on the display 6 of the wireless device 2. When more than one advertising indicia are preprogrammed into memory 12, the advertising indicia can alternate being displayed on the display 6. In an even further embodiment, the controller 10 of the wireless device 2 can be programmed to cause the first advertising indicia to appear on the display a particular percentage of the time of the overall number of pages for a given time period. For example if YAHOO and COKE placed advertising requests, and YAHOO paid more than COKE, then the wireless device 2 could be programmed to have a cycle with four slots, and YAHOO would take up three of the four slots, with COKE taking up the fourth slot. Thus, YAHOO would appear three times in a row, for the first three pages, and COKE would come up on the fourth page. This cycle can be repeated. Other numbers of slots in one cycle could also